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GERMAN TRADE SHOW IS GOOD FOR U.S. IT FIRMS

Don't miss out on CeBIT 2004! Atlanta high tech firms can promote their products at the prestigious trade show in Hannover, Germany.

CeBIT, to be held March 18-24, 2004, covers the entire spectrum of information technology, telecommunications, software and services. With 7,500 exhibitors from more than 60 countries and 700,000 visitors expected, the trade fair is one of the world's largest. Exhibit space is competitive and sold out months in advance.

The U.S. Commercial Service offers a solution. Commercial Service IT trade experts have developed an affordable yet powerful CeBIT exhibitor package, including premium shared booth space. For a cost of \$2,500, each U.S. company is given booth space at the U.S. Pavilion for four hour blocks on scheduled days. Then, during the non-exhibit hours, the U.S. company representative can walk the trade show floor to prospect leads, use the USA Exhibitor Lounge for guest and prospect visits and close deals in private meeting rooms.

The promotion never stops since Commercial Service trade experts continue to display each company's literature and catalogs, while company representatives are busy on the show floor. Multilingual Commercial Service staff members will also collect leads and coordinate appointments with company representative by mobile phone.

"This is the ideal time and place for U.S. companies to generate sales in overseas markets," said Carlos Poza, Acting Assistant Secretary and Director General of the U.S. Commercial Service. "Ninety-five percent of the world's consumers live outside the U.S., and CeBIT is a high profile forum for selling U.S. products to buyers from throughout the world."

The U.S. Commercial Service is the premier export promotion agency of the U.S. Department of Commerce. Trade experts in 107 U.S. offices and 162 offices in more than 80 countries focus on helping small and medium-sized U.S. companies increase their export sales. In 2002, the U.S. Commercial Service helped U.S. businesses generate export sales worth more than \$28 billion. For more information about this CeBIT exhibit opportunity, please call Joseph Kramer at the Atlanta U.S. Export Assistance Center at (404) 657-1953 or email at Joseph.Kramer@mail.doc.gov.

For more information on the U.S. Commercial Service, please visit www.export.gov or phone 1-800-USA-TRAD(E) [-800-872-8723].

For more information on CeBIT 2004, please visit www.cebit.de.